

# Microsoft Lync Server 2013 Multitenant Hosting Pack Customer Solution Case Study



NuTerra moved from a Cisco UC Solution to a Hosted Lync Solution for better Integration, Ease of Use, and Support



“We moved to CallTower’s Hosted Lync Solution to gain the unified communication features that mattered to us most, in an affordable package tailored to suit our needs. Being fully integrated into a single platform, the Hosted Lync solution offered superior ease of use and better economics than Cisco, all through a single vendor.”

Marc Lloyd, Managing Director, NuTerra

## Overview

**Country or Region:** EMEA

**Industry:** Commercial real estate property management company

## Customer Profile

NuTerra is an independently owned and operated, full service real estate development, construction, marketing, and asset management firm.

## Business Situation

Needed better integration for improved support and superior ease of use.

## Solution

NuTerra migrated from their Cisco Jabber plus WebEx solution to CallTower’s hosted Microsoft Lync solution.

## Benefits

- One Call for Support
- Better Collaboration
- Better Integration

Previously a Cisco unified communications user, NuTerra’s telephony infrastructure was due for an upgrade so they began considering their options. Their most significant point of contention with the previous solution was the complexity of Cisco’s non-integrated infrastructure that complicated support, interfered with usability, and increased costs. This made CallTower’s hosted Microsoft Lync unified communications solution with integrated functionality, all managed under one vendor, stand out as a superior option. What sweetened the deal was the modern functionality such as desktop sharing and simplified meeting options. Even better, by moving to a hosted solution there was no up-front infrastructure expenditure supersized for future growth; just an easy per user monthly payment that could be scaled as needed. The move to CallTower’s hosted Lync solution saved NuTerra money, simplified support, and provided additional functionality that NuTerra employees could actually use.



## Situation

NuTerra is an independently owned and operated, full service real estate development, construction, marketing, and asset management firm. Their skilled team provides their select group of client partners with professional and personalized service tailored to the specific needs and goals of each property. Their property management team performs repairs and maintenance, collects rents, handles security deposits, provides computerized and on-line bookkeeping services, interfaces with proprietary client software, performs regular property inspections, and manages credit and collections.

**“We wanted one start to finish platform and vendor so that we could make one call if something goes wrong. We don’t want to have to hunt around for who is responsible.”**

**Marc Lloyd, Managing Director, NuTerra**

For telephony and collaboration, NuTerra had been using an aging Cisco unified communication solution that included a combination of Cisco Jabber and WebEx. However, as a solution, NuTerra employees found it to be too complex and seldom used the full functionality. The lack of integration made collaboration too cumbersome. Because the solution consisted of a number of vendors, the team also had to determine which vendor to call in case of an issue which was troublesome when it was an integration issue between two products.

With 18 employees, NuTerra does not have an IT department. So when something goes wrong with their communications system, it can cause havoc at the company until they figure out who to call for support. Therefore, simplified support is of key importance. For the same reason, ease of use and vendor support is key as nobody is overly technically inclined.

From a business prospective, NuTerra employees spend a lot of time collaborating with architects and builders on construction and renovation projects. This requires a lot of time spent at the construction site. Beyond the travel time, the conference room used for the meetings needs to be set up before each meeting which can be complex and error prone. Furthermore, this information is shared between employees as well as future tenants that would ultimately reside in the renovated office space. This information was typically shared at the office by groups huddling around someone’s computer.

NuTerra needed a way to improve this collaboration process.

## Solution

NuTerra decided to move to CallTower’s Hosted Lync Solution. As a hosted solution, there was no upfront capital requirement, just a simple monthly per user cost. As CallTower is responsible for the entire solution, there is only one number to call if anything goes wrong.

### CallTower’s Hosted Lync Solution

CallTower’s hosted Lync solution provides a number of options to allow the customer to tailor their package to suit their own needs. Based on the selected package, CallTower provides setup, migration services, training, and ongoing 24/7 local support.

### NuTerra’s Configuration

NuTerra is currently set up with a Lync/Exchange/Voice integration package. This allows calls to be made directly from Lync to both internal and external contacts. Messages including voice messages are consolidated by Exchange into each employee’s Outlook inbox. The voice integration is also used to set up the conference bridge so that external contacts have the option to call into a meeting if needed. Finally, Lync integration provides presence information to function with the Microsoft Office suite to enable collaboration and communications directly from the various products.

### Onboarding Process

CallTower set up their solution in parallel with NuTerra’s legacy system to enable an easy transition. Once the system was set up, employee training was provided for

both the Lync software client as well as the telephony equipment to get everyone ready to make the move. When NuTerra was ready, their e-mail was migrated from their previous setup and phone numbers were ported to the new system. CallTower continued to support the employees after the transition answering any remaining questions.

Compared to Cisco Jabber, from a pure ease of use prospective, Microsoft Lync has a tremendous value.

Greg Reynolds, Senior VP of Technology, CallTower

### CallTower's Enterprise Voice

CallTower leads the industry in providing hosted Microsoft Lync 2013. Lync's telephony technology provides a secure unified communications platform, which simplifies business collaborations while relieving organizations from the costly high maintenance required by PBX systems. Customers use Lync to communicate with colleagues within the office or to dial out to or receive from any public telephone with enhanced CallTower integration. CallTower supports Lync phones that plug into the computer using a USB connection or directly into a network. Federation also allows Lync to work with existing Skype clients adding to ease of use. All supported devices can be purchased, rented, or lease-to-owned directly from CallTower.

CallTower Messaging gives its customers more options to stay connected anywhere. Customers check their voicemail with one click of their mouse or on their mobile phone. They save time and improve collaboration by managing voice messages through their inbox. There is no longer a need to dial into their voicemail as CallTower sends MP3 audio files of their voice messages directly to their inbox. Voice message transcriptions are also sent directly to the customer's inbox for times it is inconvenient to listen to the audio files.

### Lync Infrastructure

The CallTower solution is an implementation of the Microsoft® Lync® Server 2013 Multitenant Hosting Pack

with enterprise voice provided through the CallTower Public Voice Gateway.

### Microsoft Lync Server 2013 Multitenant Hosting Pack

Microsoft Lync Server 2013 Multitenant Hosting Pack is a unified communications solution for telecommunication and hosting providers. The solution allows hosting providers to host their own fully integrated, multi-tenant unified communications service targeted to small and medium sized businesses. This is possible due to the unique multitenant aspect of the Microsoft unified communications solution making the hosting services solution cost-effective.

### CallTower Public Voice Gateway

The Microsoft Lync ecosystem is rich with partners allowing hosting partners to choose from many integrated services. Within the ecosystem, there are many telephony hosting partners that are easily integrated with the Microsoft Lync Server 2013 Multitenant Hosting Pack. The CallTower Public Voice Gateway uses multiple voice providers and routes each call to whichever is most economical for the end customer based on call destination.

### Benefits

By moving to CallTower's Hosted Lync Solution, NuTerra's employees have gained new tools that have increased collaboration, saved time, and saved the company money from lower solution costs due to saved travel expenses. There is also security in knowing that any issue can be solved by a simple call to CallTower.

### One Call for Support

As a hosted solution, NuTerra has one vendor responsible for the entire UC experience. This means that if anything goes wrong, there is no more hunting around for who to call. There are no more disagreements over which product is responsible that cause endless support loops. Even more important, is that CallTower's availability statistics reflect the availability of the entire service, not just a small part of it. This means that there is less likely to be any downtime requiring a call. However, if the need arises,

CallTower offers 24/7 local support to answer any question or solve any issue.

### Better Collaboration

An immediate benefit that NuTerra is enjoying is far less travel time. Where they used to have to spend a lot of time onsite during the construction of new properties or during the renovation of office space, they are now able to collaborate from their offices using online meetings. The architect and builders are able to share their screens to provide virtual walkthroughs from the comfort of their own desks. Using the Lync Web Application, the architects and builders do not have to have Lync. A connection to the Internet is all that is required. Not only is this saving travel time, setting up equipment in a conference room for a meeting can be complex and time consuming as well – but is no longer required.

“I used to spend a lot of time traveling to construction sites to meet with the architect and builder. I spent even more time setting up conference room equipment preparing for the meetings. Now we just meet remotely from the comfort of our own desks without the need to set anything up. Life is much easier now with this streamlined communication process.”

Marc Lloyd, Managing Director, NuTerra

### Better Integration

Not only is the functionality integrated into a single interface, the interface is integrated to the computer allowing employees to share screens, applications, and files. There is no longer a need for a group to huddle around a single screen to share information. Even better, it is easy to escalate the collaboration adding others to a discussion and scaling from an IM discussion all the way up to a global video conference. Because everything is well integrated into the office suit and the Lync client, there is a very small learning curve.

## Microsoft Lync Server 2013 Multitenant Hosting Pack

Microsoft Lync Server 2013 Multitenant Hosting Pack is a unified communications solution for telecommunication and hosting providers. The solution allows hosting providers to host their own fully integrated, multi-tenant unified communications service targeted to small and medium sized businesses. This is possible due to the unique multitenant aspect of the Microsoft unified communications solution making the hosting services solution cost-effective.

For more information about Microsoft Lync Server 2013 Multitenant Hosting Pack, go to:

<http://go.microsoft.com/fwlink/?LinkId=245434>

### CallTower

CallTower, Inc. is the leading provider of hosted enterprise-class unified communications solutions for growing organizations nationwide. Typical hosted clients range from as little as 10 to as many as 20,000 users.

CallTower enhances its clients' strategic and business operational capabilities by integrating business phone service, mobile applications, e-mail hosting, unified messaging, instant messaging, audio, Web and video conferencing, collaboration tools, contact center, cloud services and global networks into one reliable platform.

For more information about CallTower's Hosted Lync, go to:

<http://lync2013.calltower.com/>